

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 14, 17, 20, and 23 and CANCEL claim 25 in accordance with the following:

1-13. (CANCELLED)

14. (CURRENTLY AMENDED) A point management system employing a computer for managing points issued to each customer who ~~receives a service according to~~redeems the issued points with an electronic information service, comprising:

a point issue means for issuing unit issues points to a customer according to transactions a transaction performed by the customer;

a point accumulation means for calculating the issued points to accumulate the issued points so as to get unit updates cumulative issued points, and ~~decreasing~~ decreases the cumulative issued points partially redeemed, ~~on a time-by-time basis, with a time when~~ an according to a time spent for providing the electronic information service is provided which is redeemed by the customer's request with the cumulative issued points to a customer terminal; and

a service providing means for providing unit provides at least any of video information, voice information, software information, music information and database information as the electronic information service to the customer terminal through a communication circuit; and

wherein the point accumulation ~~means unit~~ provides information for displaying the decreased customer's cumulative issued points on a screen of the customer terminal during the time the electronic information service is provided to the customer terminal.

15. (CANCELLED)

16. (CANCELLED)

17. (CURRENTLY AMENDED) A method of point management for managing points issued to each customer who ~~redeems~~receives service according to the issued points with an electronic information service, comprising:

issuing points to a customer according to ~~transactions~~ a transaction performed by the customer;

~~calculating the issued points to accumulate the issued points so as to get cumulative issued points, and decreasing the cumulative issued points decreasing the cumulative points partially redeemed, on a time by time basis, with a time when~~according to a time spent for providing an the electronic information service which is redeemed by the customer's request with the cumulative issued points is provided to a customer terminal; and

providing at least any of video information, voice information, software information, music information and database information as the electronic information service to a customer terminal through a communication circuit; and

providing information for displaying the decreased customer's cumulative issued points on a screen of the customer terminal during the time the electronic information service is provided to the customer terminal.

18. (CANCELLED)

19. (CANCELLED)

20. (CURRENTLY AMENDED) A point management apparatus for managing points issued to each customer who ~~redeems~~receives service according to the issued points with an electronic information service, comprising:

a point issue unit ~~for issuing~~issues points to a customer according to a transaction ~~transactions~~ performed by the customer;

a point accumulation unit ~~for calculating~~updates ~~the issued points to accumulate the issued points so as to get cumulative issued points, and decreasing~~ decreases the cumulative issued points ~~partially redeemed, on a time by time basis, with a time when~~according to a time spent for providing an the electronic information service which is redeemed by the customer's request with the cumulative issued points is provided to a customer terminal; and

a service providing unit ~~for providing~~ provides at least any of video information, voice information, software information, music information and database information as the electronic

information service to a customer terminal through a communication circuit; and;

wherein the point accumulation unit provides information for displaying the decreased customer's cumulative issued points on a screen of the customer terminal during the time the electronic information service is provided to the customer terminal.

21. (CANCELLED)

22. (CANCELLED)

23. (CURRENTLY AMENDED) A computer readable medium having a program stored therein to cause a point management system to execute operations, said operations comprising:

issuing points to a customer according to ~~transactions~~ a transaction performed by the customer;

~~calculating the issued points to accumulate the issued points so as to get cumulative issued points, and decreasing the cumulative issued points partially redeemed, on a time-by-time basis, with a time when an~~ according to a time spent for providing the electronic information service which is redeemed by the customer's request with the cumulative issued points is ~~provided to a customer terminal; and~~

providing at least any of video information, voice information, software information, music information and database information as the electronic information service to a customer terminal through a communication circuit; and

providing information for displaying the decreased customer's cumulative issued points on a screen of the customer terminal during the time the electronic information service is provided to the customer terminal.

24. (CANCELLED)

25. (CANCELLED)